

STRATEGI PEMASARAN E-COMMERCE BERBASIS E-MARKETPLACE DI PT. GLOBAL DIGITAL NIAGA

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This study aims to determine the environment and competition in e-marketplace business marketing strategy used by PT. Global Digital Niaga (blibli.com) in e-marketplace business competition in Indonesia and to know the solution of problem solving which is part of marketing strategy of PT. Global Digital Niaga in e-marketplace business competition in Indonesia. The method used in this research is qualitative and quantitative description method with internal and external environment analysis, observation, and literature technique.

Based on the results of 1FE and EFE matrix analysis, the calculation of external factors, weighted score of 2.967 which the value is above 2.50 as the average value. This results indicates that blibli.com responds to opportunities in extraordinary ways and avoids threats well. From the calculation result of internal factor, we get weighted score equal to 3,020 where this value is above 2,50 which is above the average value. This result indicates that blibli.com has internal strength that is able to maximize the potential of the power factor and able to minimize the weakness factor. Based on the SWOT analysis diagram, the position of blibli.com is in the first quadrant of the aggressive quadrant. By capitalizing on the aggressive quadrant of the SWOT matrix analysis and the Grow and Build strategy of 1E matrix analysis, the appropriate marketing strategy for blibli.com as a merger of the two analytical results is an intensive strategy such as market penetration, product development (Product development) and market development (integrative) (backward integration, forward integration, and horizontal integration).

Keywords: e-commerce, e-marketplace, marketing strategy